## ABSTRACT OF THE DISCLOSURE

The present invention is directed to a substrate, such as a honeycomb having a plurality of parallel channels defined by the 5 honeycomb walls. The honeycomb has different zones along the length of the channels. The zones are defined by their coating (or lack of coating) and extend for a length of the channel in which there is the same coating and architecture. Soluble components in coating compositions are fixed in their respective zones.